

brand guidelines

MARCH 2017



using the logo

The logo is available in three colour versions: full colour (CMYK and RGB), reversed-out full colour or as mono.

The reversed-out full colour logo on the charcoal background is the preferred logo for use on all printed, digital, advertising and communication collateral.

The mono logo should only be used when it is not possible to appear in colour or on single colour documents.

The logo should appear as per the following examples. The colour versions must always use the brand colours.

logo formats

PRINT (HI RES)

AI/SVG | Use these files to supply to graphic designers.

EPS | Use these files for any large format printing eg. signage, large banners, car graphics.

JPG | Use these files for in-house documents or to send to media.

LEGACY | Use these files to supply to graphic designers working on previous versions of Adobe.

DIGITAL (LO RES)

JPG | Use these files for any digital use eg. websites, social media, digital presentations.

PNG | Use these files for any digital use where transparency is required.

full colour reversed-out logo



mono colour reversed-out logo



full colour logo



mono colour logo



logo sizes

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction.

The logo should not appear smaller than 40mm in width in print, or 135px in a digital setting.

This rule should be adhered to wherever possible, however a few small formats e.g. business cards, are an exception.



40mm
135px

logo clear space

The clear space denotes the area around the logo in which no other type, graphic or photographic element may encroach.

The clear space around the logo is equal to X, where X is equal to the height of 'IRCa'.



brand colours

PRINT



CHARCOAL:
C77 M60 Y55 K40



SAND:
C15 M31 Y85 K0



DUST:
C10 M86 Y86 K22



OCHRE:
C9 M61 Y90 K0



SEA/SKY:
C55 M0 Y24 K0

DIGITAL



CHARCOAL:
R59 G71 B76
#36464c



SAND:
R218 G173 B80
#daad50



DUST:
R176 G61 B49
#b03d31



OCHRE:
R224 G125 B64
#e07d40



SEA/SKY:
R102 G204 B204
#66cccc